



PARTNERSHIP

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# Marketing Overview Report

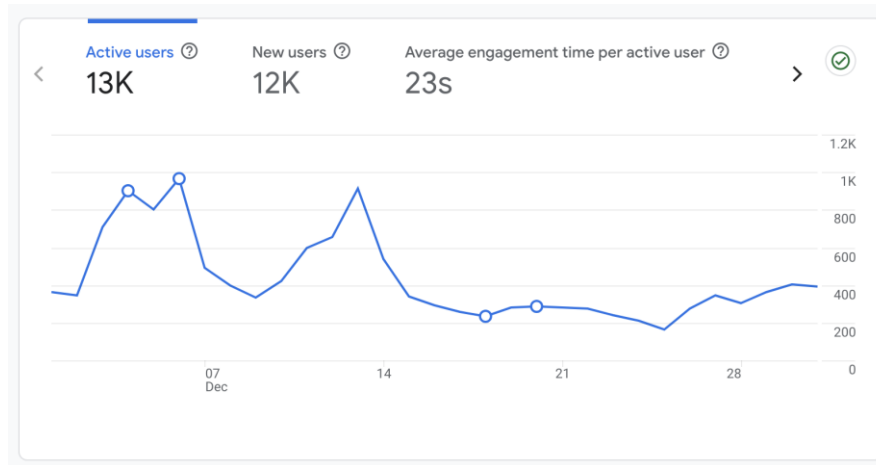
December 2025

Prepared by: **e|elevate**  
public relations & marketing

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## Website Traffic

December 2025



Top queries	Clicks	Impressions
roseville ice skating	333	1,561
ice skating roseville	237	1,481
downtown roseville ice rink	208	476
roseville ice rink	182	887
roseville christmas parade 2025	151	823
downtown roseville events	147	251
roseville tree lighting 2025	141	934
roseville ice skating rink	117	421
downtown roseville	101	723
roseville christmas parade	91	381

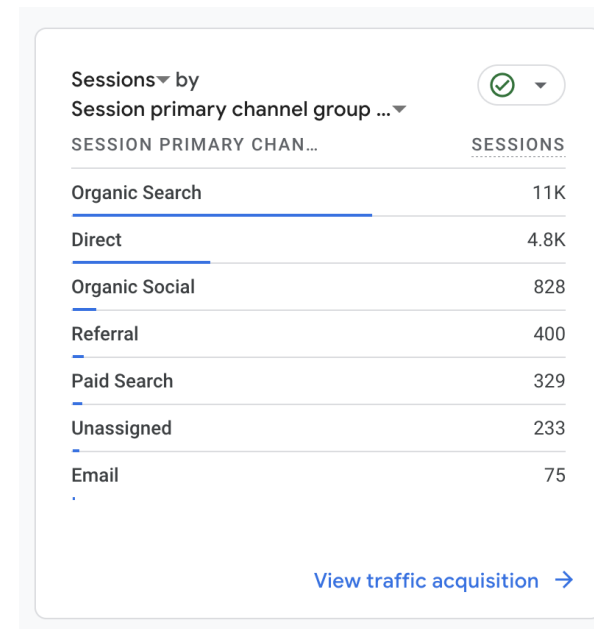
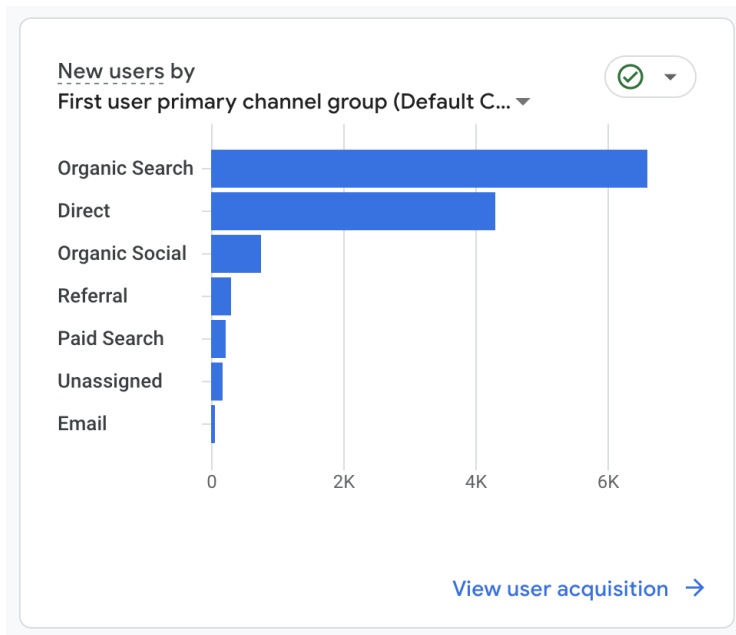
## Traffic Notes

- This period had **13K** users and **12K** new users, which was a **74.3% increase** compared to the previous year (**7.3K users**).
- Compared to the previous month, users went up **+57.5%** (from **8.1K to 13K** users and new users **+59%** (**7.8K to 13K**)).
- The **Calendar** page had the greatest amount of traffic at **2,657 views**. The **Downtown Roseville Ice Rink** continued to attract traffic , with **around 6,700 views** total for the period.
- **Organic traffic** sources accounted for the most traffic this month at **60.49% of sessions (10,502 of 17,361 sessions)**. **27.76%** was **Direct Traffic**.
- **5/10** of the top 10 searches were about the **ice rink**, for a total of around **1,500 organic views**.

## Website Traffic

December 2025

## Acquisition Sources



December 2025

## Website Updates – Home Page Slider

### Blog Article Feature (Warm & Hearty Flavors)



### Gingerbread Houses



### Winter Night Market



### Vinyl Record Fair



### Santa Hustle



### NYE Daniello's



### NYE Goose Port



### NYE Goldfield Trading Post



Also updated/added the following:

- News
- Agendas/Minutes/ Board Packet
- Events
- Answered Contact Form submissions

December 2025

## December Blog

The December blog “**The Warm & Hearty Flavors of Winter**” was published on **December 11th**.

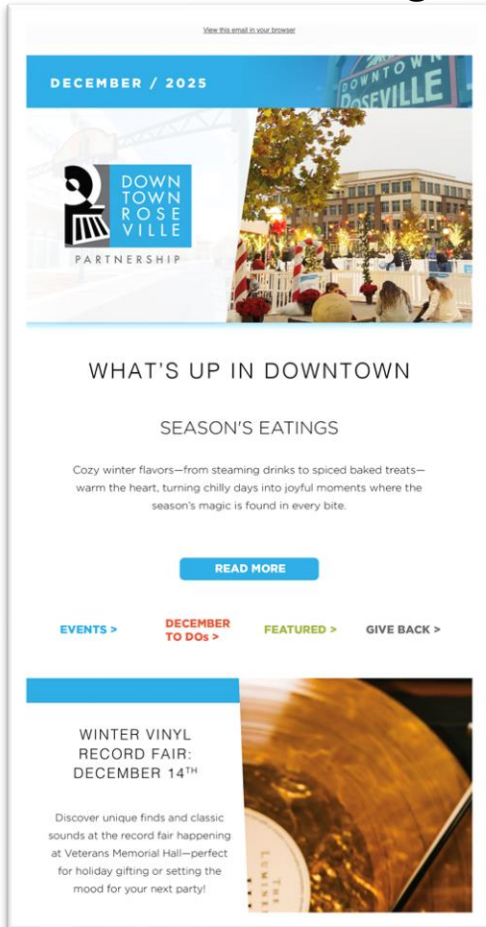
It has a total of **95 pageviews** as of the day of this report (**January 21st**).

- **33.68%** of pageviews came from News Break App
- **26.3%** of pageviews came from social media
- **22.1%** of pageviews came from the newsletter
- **11.07%** of pageviews came from organic search



December 2025

## December Eblast Highlights



### December 2025 Newsletter

Open Rate: 42.1%

Click Rate: 4.2%

### Entertainment/Events Industry

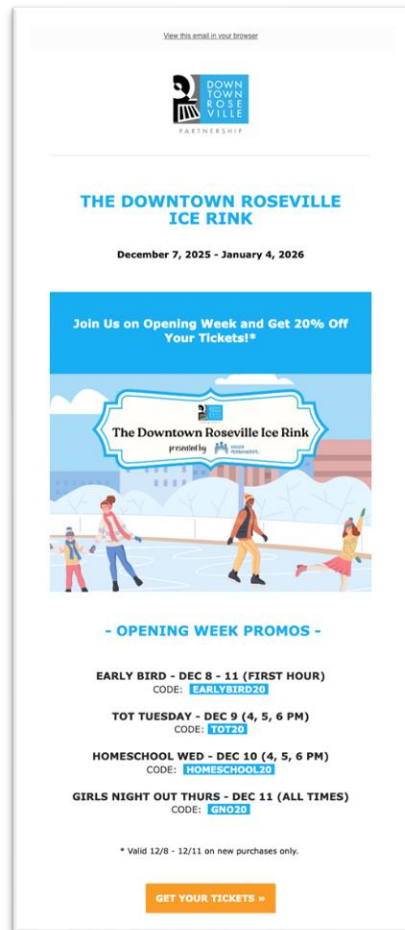
Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 2,110 (for December 2025)

December 2025

## December Eblast Highlights



### Ice Rink Week #1 Promos

Open Rate: 41.1%

Click Rate: 2.1%

### Entertainment/Events Industry

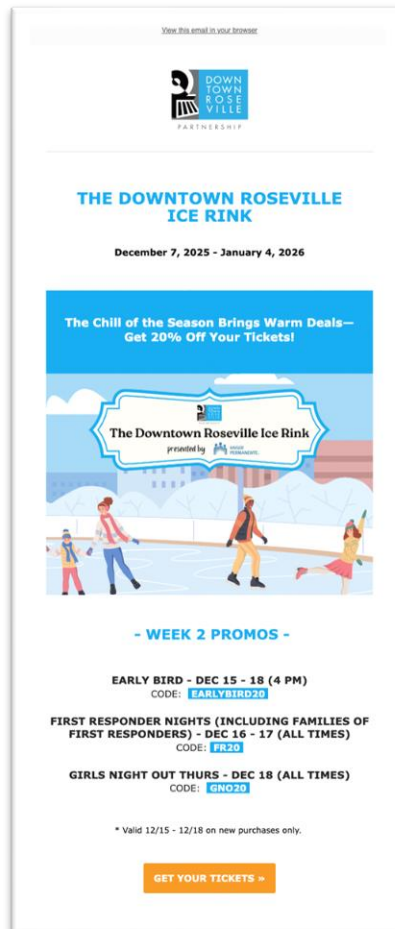
Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 2,110 (for December 2025)

December 2025

## December Eblast Highlights



### Ice Rink Week #2 Promos

Open Rate: 39.8%

Click Rate: 0.83%

### Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%


Contacts: 2,110 (for December 2025)



## December 2025




Posts  
Previous month: 26 **26**

Followers  
32,809 Previous month: 32,621  
Increase: 0.5% 




Interactions  
Previous month: 2,019  
Increase: 12.6% **2,371**

Reach  
180,509 Previous month: 140,342  
Increase: 24% 



Posts  
Previous month: 28 **27**


Followers  
7,730 Previous month: 7,317  
Increase: 3.7% 



Interactions  
Previous month: 2,545  
Decrease: 16.6% **2,142**



Posts  
Previous month: 25 **23**


Followers  
597 Previous month: 590  
Increase: 1.2% 



Interactions  
Previous month: 15  
Decrease: 66% **5**



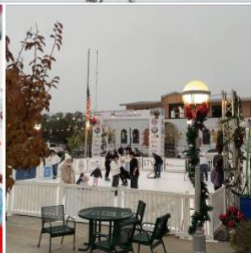
## Highlights - Most Engagement

December 2025

 Go Downtown Roseville is at Vernon Street Town Square. ...


Published by [Geneveve Lynn](#) · December 11, 2025 · Roseville, CA · 🌐

The 3rd Annual Winter Night Market hosted by [TBG Events](#) is back at Vernon Street Town Square this Saturday, Dec. 13! 🌟🌟🌟 ... [See more](#)






Boost this post to get more reach for Go Downtown Roseville. [Boost](#)

👍❤️ 298      11 💬 59 ➦

 Go Downtown Roseville is with Kaiser Permanente and Roseville Parks, Recreation, & Events at Vernon Street Town Square. ...


Published by [Geneveve Lynn](#) · December 9, 2025 · Roseville, CA · 🌐

The Downtown Roseville Ice Rink Presented by Kaiser Permanente is officially OPEN now through January 4! ❄️... [See more](#)

Boost this post to get more reach for Go Downtown Roseville. [Boost](#)

👍❤️ 304      25 💬 31 ➦



Okay, signs going up. [Go Downtown Roseville](#) 📍

[Go Downtown Roseville](#) · Original audio

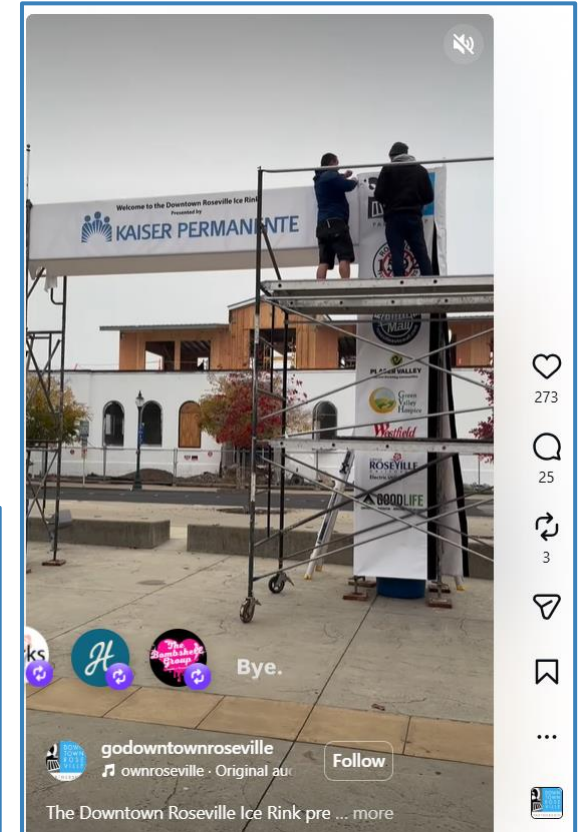
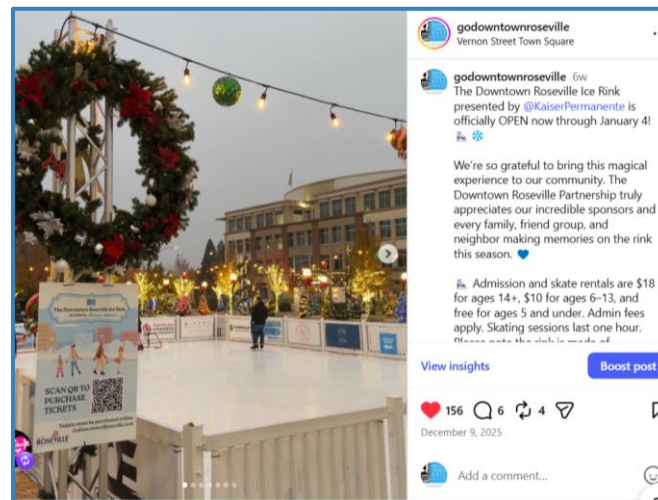
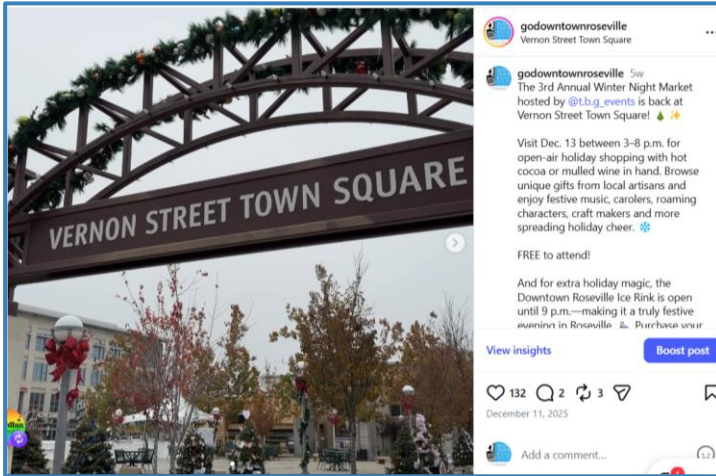
The Downtown Roseville Ice Rink presented by @kaiserpermanente opens TOMORROW! 📺

... [See more](#)

👍 146      💬 23      ➦ 9      ...

## Highlights - Most Engagement

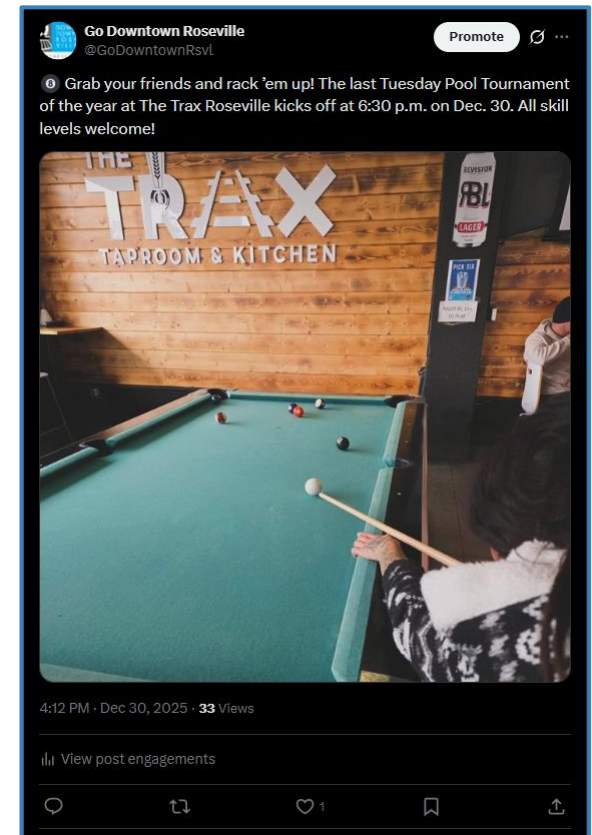
December 2025





## Highlights - Most Engagement

December 2025



December 2025

### Google Ad Campaign Results

**1,302**

Impressions

**302**

Visits to Website

**23.20%**

Click Thru Rate

### Facebook Ad Campaign Results

**24,387**

Impressions

**8,531**

Reach

**22**

Website Purchases

**5,997**

Impressions

**4,618**

Reach

**157**

Landing Page Views